receiving from said input device a set of information collection parameters, each of which is separately inputtable through said input device;

storing the set of information collection parameters at said receiver station;

generating a query from said set of information collection parameters at said receiver station;

promulgating said query from said step of generating a query from said receiver station to said data network through said data network connection;

receiving operating instructions in response to said step of promulgating a query; and

storing said operating instructions at said data storage device.

3. The method of claim 2 further comprising the steps of:

processing or outputting information on the basis of said operating system instructions at said receiver station;

storing a data record evidencing said step of processing or outputting; and

transferring said data record from said step of processing or outputting from said receiver station storage device to a data collection station on said data network through said data network connection.

4. The method of claim 2 wherein said data network connection is a telephone interface connection.

5. A method for providing and tracking a receiver station's use of a function in a data network at a data collection station, said receiver station having a data network connection, a processor, an input device, and a data storage device, said data network having a plurality of data information sources, said method comprising the steps of:

providing operating instructions or executable code to a plurality of receiver stations from said plurality of data sources;

performing a function based on said operating instructions or executable code at said receiver station;

recording an identification of said function performed at said step of performing a function at said receiver station on said data storage device; and

transferring said record of identification of said function performed at said receiver station to a data collection station on said data network through said receiver station network connection.

6. The method of claim 5 wherein said receiver station network connection is a telephone network connection.

7. The method of claim 5 wherein said function in said step of performing a function is a series of numerical functions performed on a computer.

8. (Twice Amended) A method of delivering and gathering information on the use of a control signal in a communication network, said network comprising a transmitter station and receiver station, said transmitter station being capable of receiving queries and communicating program materials and data, said receiver station comprising an input device for inputting a command, a processor for receiving programming instructions and communicating information, and a computer for storing data and controlling presentations, said method comprising the steps of:

programming said computer to store a portfolio of data that designate a plurality of personal interests of a subscriber;

querying said transmitter station from said receiver station for data of programming of interest;

receiving, at the receiver station from said transmitter station, some portion of a presentation control signal or some mass medium programming on the basis of a comparison with information stored in said computer;

presenting a unit of mass medium programming at a computer peripheral location on the basis of said data or programming of interest received from said transmitter station; and

communicating from said receiver station a datum of said unit of mass medium programming or said portion of a presentation control signal.

9. (Twice Amended) A method of controlling a plurality of receiver stations each of which includes a television receiver, a signal detector, a processor, and with each said receiver station configured [adapted] to detect the presence of one or more control signals and programmed to process downloadable executable code, said method of controlling comprising the steps of:

(1) receiving at a transmitter station some downloadable code which is effective at a receiver station to store operating instructions at a storage device associated with a processor, said downloadable code having at each of said plurality of receiver stations a target processor to process data;

(2) transferring said downloadable code from said transmitter station to a transmitter;

(3) receiving a [one or more] control signal[s] at said transmitter station, said [one or more] control signal[s] operates to execute said [downloadable code] operating instructions; and

(4) transferring said [one or more control] signal[s] from said transmitter station to said transmitter, and transmitting at least one information transmission comprising the downloadable code and [one or more] control signal[s].

10. The method of claim 9, wherein said downloadable executable code or some identification data in respect of said downloadable executable code are embedded in a television signal.

11. The method of claim 9, wherein a television program is displayed at a receiver station and said downloadable executable code programs said receiver station processor or computer to output video, audio, or text in the context of said television program or to process a viewer reaction to said television program or to select information that supplements said television program content.

12. The method of claim 9, wherein said one or more control signals incorporate some of said downloadable executable code.

13. (Twice Amended) A method of providing a first function to a receiver station from a remote data source, said remote data source having operating instructions to control a plurality of different functions, said method comprising the steps of:

storing data at said remote data source;

receiving at said remote data source at least one of (i) a query for said first function of said plurality of different functions or (ii) a record evidencing availability, use, or usage of a second function of said plurality of different functions from said receiver station;

transmitting an instruct signal which is effective at said receiver station to store operating instructions at a storage device associated with a processor from said remote data source to said receiver station in response to said step of receiving at least one of said query and said record, said receiver station storing said operating instructions, said operating instructions effective to perform said first of said plurality of different functions;

transmitting from a second remote source to said receiver station a signal which controls said receiver station to process said operating instructions and perform said first function of said plurality of different functions.

14. (Twice Amended) A method of controlling a remote intermediate [data] transmitter station to communicate to at least one receiver station, with said remote intermediate [data] transmitter station including a broadcast or cablecast transmitter, a plurality of selective transfer devices each operatively connected to said broadcast or cablecast transmitter, a receiver for receiving said operating instructions from at least one origination transmitter station, a control signal detector, and a controller or computer capable of controlling at least one of said selective transfer devices, and with said remote intermediate transmitter station configured [adapted] to detect the presence of at least one control signal, to control the communication of said at least one instruct signal in response to said at least one control signal, and to deliver at its broadcast or cablecast transmitter said at least one instruct signal, said method comprising the steps of:

(1) receiving said at least one instruct signal at said at least one origination transmitter station and delivering said at least one instruct signal to at least one origination transmitter, said instruct signal being effective at a receiver station to store at least one operating instruction[s] at a storage device associated with a processor;

(2) receiving, at said at least one origination transmitter station, said at least one control signal which at the remote intermediate transmitter station operates to control the communication of said instruct signal; and

(3) transmitting said at least one control signal from said at least one origination transmitter station to said at least origination transmitter before a specific time.